

THE CLAIMED INVENTION IS:

1. A computing system for managing a shopping event at one or more retail locations, the system comprising:

- 5 (a) a hand-held computer configured to receive shopping list information from a user; the shopping list information defining a collection of products to be purchased during the shopping event;
- (b) a server computing system operable with the hand-held computer; the server computing system being configured to receive the shopping list
10 information from the hand-held computer; the server computing system further being configured to distribute one or more information packets associated with each of the products to the hand-held computer in advance of the shopping event; and
- (c) a retailer computing system associated with each of the retail locations
15 capable of communicating with the hand-held computer; the retailer computing system being configured to receive the shopping list information and the information packets associated with each of the products from the hand-held computer as the user completes the shopping event.

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2. The computing system of claim 1, wherein the retailer computing system receives the shopping list information and the information packets associated with each of the products from the hand-held computer electronically.

25 3. The computing system of claim 1, wherein the information packets distributed from the server computing system includes a promotional offer redeemable at one of the retail locations.

4. The computing system of claim 3, wherein the promotional offer includes a
30 unique identifier; wherein further the retailer computing system is further configured to

measure the effectiveness of the promotional offer by verifying whether the promotional offer has been redeemed by the user.

5. The computing system of claim 1, wherein the retailer computing system is
5 further configured to provide an alert to the user as the user completes the shopping event.

6. The computing system of claim 5, wherein the alert includes a list of one or more products included within the shopping list that were not purchased by the user.

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7. The computing system of claim 1, wherein the information packets distributed from the server computing system are tailored to the needs of the user according to profile information relevant to the user.

15 8. The computing system of claim 1, wherein the server computing system is further configured to distribute a refined shopping list to the hand-held computer in advance of the shopping event.

9. The computing system of claim 8, wherein the refined shopping list is printed in
20 advance of the shopping event.

10. The computing system of claim 8, wherein the refined shopping list includes products the user has previously purchased from the one or more retail locations.

25 11. The computing system of claim 1, wherein the user manually enters the shopping list information into the hand-held computer.

12. The computing system of claim 1, wherein the user enters the shopping list information into the hand-held computer using an optical scanner.

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13. The computing system of claim 1, wherein the information packets distributed from the server computing system originate from the retail computing system.

14. The computing system of claim 1, wherein the information packets distributed from the server computing system originate from one or more supplier computing systems.

15. A method for managing a shopping event at one or more retail locations, the method comprising:

- 10 (a) generating a shopping list on a hand-held computer; the shopping list defining a collection of products to be purchased during the shopping event;
- (b) providing the shopping list to a server computer system operable with the hand-held computer;
- 15 (c) receiving one or more information packets from the server computing system in advance of the shopping event; the one or more information packets being associated with each of the products; and
- (c) distributing the shopping list and the information packets to a retailer computing system associated with the one or more retail locations.

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16. The method of claim 15, wherein distributing the shopping list and the information packets to the retailer computing system includes distributing the shopping list and the information packets electronically.

25 17. The method of claim 15, wherein receiving one or more information packets from the server computing system includes receiving one or more promotional offers redeemable at one of the retail locations.

18. The method of claim 17, wherein the one or more promotional offers include a unique identifier; wherein the method further comprises measuring the effectiveness of

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the promotional offer by verifying whether the promotional offer has been redeemed by the user.

19. The method of claim 15, the method further comprising providing an alert as the
5 user completes the shopping event.

20. The method of claim 19, wherein providing an alert as the user completes the shopping event includes providing an alert having a list of one or more products included within the shopping list that were not purchased by the user.

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21. The method of claim 15, wherein receiving one or more information packets from the server computing system includes receiving information packets that are tailored to the needs of the user according to profile information relevant to the user.

15 22. The method of claim 15, the method further comprising receiving a refined shopping list from the server computing system in advance of the shopping event.

23. The method of claim 22, the method further comprising printing the refined shopping list in advance of the shopping event.

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24. The method of claim 22, wherein receiving a refined shopping list from the server computing system includes receiving a shopping list having products the user has previously purchased from the one or more retail locations.

25 25. The method of claim 15, wherein generating the shopping list on the hand-held computer comprises manually entering the shopping list into the hand-held computer.

26. The method of claim 15, wherein generating the shopping list on the hand-held computer comprises entering the shopping list into the hand-held computer using an
30 optical scanner.

27. The method of claim 15, wherein the information packets received from the server computing system originate from one or more retail computing systems.

5 28. The method of claim 15, wherein the information packets received from the server computing system originate from one or more supplier computing systems.